Attracting foreign tourists from C.I.S. countries

2758. SHRI R.R GOENKA: Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether any study has been undertaken to assess and explore the latent potential of attracting tourists to India from the C.I.S. countries, as suggested in a write-up entitled "Tourism Challenge in the Silk Route" which appeared in the Times of India dated the 10th March, 2003;

(b) if so, there details thereof; and

(c) the details of any specific marketing campaigns already launched and other strategies worked out to promote Destination India to the C.I.S. sector tourist?

THE MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN): (a) No, Sir.

(b) Does not arise.

(c) Promotion of tourism in overseas markets including the C.I.S. countries is an on-going process which is undertaken through various marketing tools like advertising, participation in fairs and exhibitions, inviting of tour operators, media personalities and opinion makers under the Hospitality Programme, dissemination of information through brochures and CD ROMs, web marketing etc.

New projects for promotion and development of tourism

†2759. PROF. M.M. AGARWAL: Will the Minister of TOURISM AND CULTURE be pleased to state:

(a) whether Government have introduced any new projects for the promotion and development of tourism in various States of the country; and

(b) if so, the project-wise/State-wise details thereof and the amount of money proposed to be spent in this regard?

THE MINISTER OF TOURISM AND CULTURE (SHRI JAGMOHAN): (a) and (b) The Department of Tourism,

† Original notice of the question was received in Hindi.